

ABSTRACT

METHODS AND APPARATUS FOR GENERATING IMAGES

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A method of generating an image comprising a position identifying pattern 6 and content 7 comprises the steps of: defining criteria relating to a region where the content and the pattern are superimposed, the criteria determining whether the pattern 6 will be distinguishable over the content 7 10 when applied to a product; identifying such a region 7 in the image; and selecting a characteristic of the pattern or the content in the region on the basis of the criteria, such that the image in the region meets the criteria.

To be accompanied, when published, by Figure 6 of the drawings.

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